

4. Project Benefit And Compatibility

Project Benefit and Compatibility Overview

The W. M. Jordan Team is proud to submit its Conceptual Proposal to provide architectural and construction services for a proposed addition to the Sitter & Barfoot Veterans Care Center in Richmond, Virginia. As set forth in Sections 2 and 3 of the proposal, we are confident that the submission will: (1) meet the critical needs and mission of the Virginia Department of Veterans Services and the Commonwealth; (2) enhance community benefits for the region; and (3) lead to stable and diverse employment opportunities.

- 4 a. *Identify community benefits, including the economic impact the project will have on the Commonwealth and local community in terms of amount of tax revenue to be generated for the Commonwealth and political subdivisions, the number of jobs generated for Virginia residents and level of pay and fringe benefits of such jobs, the training opportunities for apprenticeships and other training programs generated by the project and the number and value of subcontracts generated for Virginia subcontractors.***

In the 2008 – 2010 Biennial Budget, the Virginia General Assembly authorized the Governor to request federal funds to expand the capacity of the Sitter & Barfoot Veterans Care Center in Richmond, Virginia by up to 80 beds. After the United States Department of Veterans Affairs has confirmed that it has officially accepted the application for the additional beds, the State Treasurer is to advance a loan of \$5,194,000 to the Department for the state's share of the additional beds. The purpose of these funds shall allow the Department of Veterans Services to apply for federal grant funding in the amount of \$9,646,000. This proposal is submitted in response to the above budget language.

The W. M. Jordan Team's Conceptual Proposal consists of design and construction services for a proposed addition to the Sitter & Barfoot Veterans Care Center in Richmond, Virginia. The Architectural program for the new addition is based on the latest guidelines and regulations from the Department of Veterans Affairs and the design team's considerable experience. The Commonwealth will benefit from the increased capacity to serve our veterans and their families for needed services (more available beds) and the facilities design will permit improved quality of care and a more comfortable environment for residents and staff. In addition, the proposed design concept has proven to provide positive outcomes for residents throughout the country and the facility's functionally efficient, state-of-the-art design will lead to the overall enjoyment and enhancement of services for residents, their families and staff. Finally, the newly designed and constructed care center is consistent with the September, 2007 Long-Term Care Feasibility Study: Quality Care They Earned prepared for the Virginia Department of Veterans Services and the Agencies' Strategic Plan and Values "to deliver the best service possible to Virginia's veterans – they deserve no less."

The economic impact from the proposed addition to the Veterans Care Center in Richmond will consist of the creation of new jobs and the generation of new tax revenues for the state, the City of Richmond and other local governments in the region. The benefits include the retention of long-term, quality jobs and the creation of short-term employment and related expenditures that will primarily occur during the construction phase of the project. Given the preliminary cost estimate for the project, there likely will be a significant impact in the form of wages to local residents and payroll and other taxes payable to the Commonwealth. The benefits (direct and indirect) will begin with construction and continue throughout the long-term use and operation of the facility.

Finally, as certified below, the W. M. Jordan Team will make every effort to use local contractors during the construction phase of the project, to specifically include Small, Women and Minority Owned (SWaM) businesses.

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4 b. *Identify any anticipated public support or opposition, as well as any anticipated government support or opposition, for the project.*

The design and construction of the proposed addition to the Veterans Care Center in Richmond will provide clear benefits for the City, region and state. As noted above, the new facility will meet the critical needs for the Department of Veterans Services, and most importantly, residents, their families and staff. The project also will enhance and promote stable and diverse employment opportunities for the foreseeable future. Because of the nature of the project and its enormous importance to the Commonwealth and its veterans, the W. M. Jordan Team anticipates strong public interest and governmental support for this important project.

While the W. M. Jordan Team expects public and governmental interest and support for the project, we will leave nothing to chance. The W. M. Jordan Team has put together a team of public affairs experts to develop and implement a comprehensive public relations strategy to educate the various stakeholders and constituencies, and to build and maintain support for this important initiative. Troutman Sanders LLP, through its affiliate Troutman Sanders Strategies, will serve in the lead role of public relations and consulting services. It will do so in close consultation with representatives of the Department of Veterans Services and all affected local governments, to specifically include the City of Richmond. The W. M. Jordan Team will develop a comprehensive strategic communications and marketing plan to reach all relevant market segments, including General Assembly members, affected communities, veterans, their families and staff. The W. M. Jordan Team, in consultation with the Department, will keep in constant communication with these important groups to obtain their input and to ensure that their support continues. With the design presented in this Conceptual Proposal, we anticipate that this important constituency will fully support this plan to enhance services for Virginia's veterans, families and staff.

4 c. *Explain the strategy and plan that will be carried out to involve and inform the general public, business community, local governments, and governmental agencies in areas affected by the project.*

The W. M. Jordan Team believes the most essential part of the communication/information plan will be the coordination of internal communications between the W. M. Jordan Team, the representatives of the Department of Veterans Services and the Department of Behavioral Health and Development Services, other affected agencies, veterans and family members. The W. M. Jordan Team will work with these important groups to develop and focus upon key expectations in the area of public relations. We will establish guidelines for internal and external communications that facilitate the free exchange of ideas and comments so that all team members operate from the same set of principles and objectives.

All members of the W. M. Jordan Team have a long history of facilitating public comment and support. By implementing a strategy consisting of our best practices learned through years of experience, our public involvement will be both substantive and meaningful. If necessary and appropriate, the W. M. Jordan Team is committed to implementing a proactive community outreach program to help make this important project a reality. Our approach to communications and community outreach will create a sense of involvement that builds and maintains community support for the project.

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When the Commonwealth selects the W. M. Jordan Team to develop and implement the proposal, the W. M. Jordan Team, through Troutman Sanders Strategies, will make any appropriate announcements, coordinated with public relations personnel from the Commonwealth, regarding the scope and intent of this important project. Further, if appropriate, key members of the W. M. Jordan Team will be available for interviews by regional and statewide media personnel to discuss the project and its development. As the project develops, members of the W. M. Jordan Team will remain available, if necessary, to make presentations to businesses, community and veterans groups and to report on the project's development and accomplishments. We also will provide a comprehensive and coordinated public information campaign that will reach the full range of stakeholders, including the general public, elected officials, public agencies, veterans and those employees and individuals who may be affected by this project.

In addition, members of the W. M. Jordan Team will ensure that the public and key leaders are aware that the project is in the Commonwealth's and general public's best interests. If appropriate, we will use a variety of methods to inform stakeholders and the general public about progress and developments including:

- Articles in regional and statewide newspapers discussing the project;
- Educational updates to provide information about the scope, timing and benefits of the project;
- Tours of the facility to provide on-site illustrations of the project's benefits and progress;
- Participation at state and local levels such as speaking opportunities and public forum events to provide updates and to describe the benefits of the project; and
- Participation in local and regional economic development groups and related organizations to disseminate essential information about the project and its benefits.

4 d. *Describe the compatibility of the project with local, regional, and state economic development efforts.*

As noted above, the project is compatible with regional and statewide economic development efforts because it provides clear benefits for Virginia's veterans and the citizens of the region and state. The W. M. Jordan Team will work with all relevant stakeholders and anticipates that many, if not all, of this initiative will be fully compatible with local and regional economic development plans.

4 e. *Describe the compatibility with the local comprehensive plan, local infrastructure development plans, and any capital improvements budget or other local spending plan.*

The W. M. Jordan Team is confident that the submission affords the Commonwealth with the opportunity to: (1) meet the critical needs and mission of Department of Veterans Services; and (2) leads to stable and diverse employment opportunities for the foreseeable future for the City of Richmond and the region. As noted above, the proposed addition to the Richmond facility, and the infrastructure necessary to support it, will have many benefits for the region and the Commonwealth. The construction of the addition to the Sitter & Barfoot Care Center will have a stimulating impact on the economy of the region while providing the Commonwealth with a much needed care center for Virginia's veterans and families.

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- 4 f. *Provide a statement setting forth participation efforts to be undertaken in connection with this project with regard to the following types of businesses: (i) minority-owned businesses; (ii) woman-owned businesses; and (iii) small businesses.*

W. M. Jordan Company constantly puts forth great efforts to enhance our Small Business programs to increase our SWaM (Small, Women-owned and Minority-owned) utilization. These efforts are monitored, tracked and reported by Sharon Rheinhardt, our Supplier Diversity Manager. Identifying and developing relationships with SWaM Contractors is an essential part of SWaM participation for the Veterans Care Center Project. A program, in which we take great pride, is our "Building with W. M. Jordan" program. In this program, we bring in Small, Women-owned, Minority-owned and Large Contractors and train them how to do business with W. M. Jordan. "Building with W. M. Jordan" has been instrumental in expanding relationships between Small, Women-owned, Minority-owned and Large Contractors; and in developing SWaM Contractors to work more effectively within the larger contracting community. This program is proved to be a very beneficial communication tool and is held in our Richmond Office Media Center and our Newport News Office Training Facility. In four hours we cover everything from Contract Administration to Project Closeout. Manuals that include all of the appropriate forms used during a W. M. Jordan project are presented to the participants.

W. M. Jordan Company offers additional help to the SWaM community with one-on-one W. M. Jordan Bid Management assistance, and State and Federal Small Business Certification support. We are actively involved with two firms in a Mentor Protégé relationship -- a Women-owned Contractor and a Minority-owned Contractor.

W. M. Jordan Company consistently serves as panelists and participates in Matchmaking Events for Small Business Events throughout the Commonwealth. These events include but are not limited to federal, state, city, county, private and organizational events.

W. M. Jordan Company is dedicated to the commitment of inclusion of SWaM Contractors for the Veterans Care Center Project, and strives to develop this effort into a program that is recognized as a model for others in the construction industry.